Army Ambassador Program

Thank you for your interest in *E*CYBERMISSION — the Army's new web-based science, math, and technology competition for 7th and 8th grade students — and the Army Ambassador Program! The Ambassador Program is an essential element of *E*CYBERMISSION, as it will present the "Face of the Army" to the competition. Ambassadors will provide a link into the educational community to generate awareness and interest in this exciting new program. The following are some Frequently Asked Questions that will help you understand the purpose of the Ambassador Program and how you can help The Army build *E*CYBERMISSION.

What Is *E*CYBERMISSION?

*E*CYBERMISSION is a unique science, math, and technology competition for middle school students that allows students to compete via the Internet. It encourages and rewards a diverse range of proficiency levels, interests, and backgrounds. The competition promotes self-discovery and encourages students to recognize the real life applications of these disciplines. A Beta Test of *E*CYBERMISSION was completed in Spring 2002, and the national roll-out will begin in Fall 2002.

Why Is the Army Sponsoring a Competition for Students?

The Army has recognized a decrease in the number of students interested in science, math, and technology careers nationwide and the ever-growing need to remain globally competitive in these fields.

- ✓ The Army Transformation is accelerating
- ✓ We are facing a human resource shortage in our Nation's Science and Engineering workforce
- ✓ The Army wants to return something to America's communities for the service of their sons and daughters to the Nation

What Is the Role of an *E*CYBERMISSION Ambassador?

Ambassadors provide the "Face of the Army" to promote the competition throughout the country and in DoDEA schools. *E*CYBERMISSION Ambassadors:

- ✓ Visit local schools to generate enthusiasm among teachers and students for the competition
- ✓ Promote *E*CYBERMISSION at key conferences and meetings, such as PTA and Boy and Girl Scout meetings

- ✓ Present regional awards to students and participate in awards ceremonies
- ✓ Gather and report feedback received

Who Are the ℰCYBERMISSION Ambassadors?

Ambassadors are volunteer Army personnel drawn from Active Duty, the Army National Guard, and the Army Reserve. Approximately 200 Army Ambassadors support the initial launch for school year 2002-2003.

Where Are Ambassadors Be Located?

Ambassadors are located in key focal areas across the United States with concentration in the communities surrounding Army installations. Ambassadors are also represented by the Army Lab community throughout the Nation.

What Is the Time Commitment for an ℰCYBERMISSION Ambassador?

Each Ambassador is expected to commit 15 to 20 hours per month, which includes completing three school visits each month (September–November), two community outreach visits each month (December–July), and feedback reports on a monthly basis.

When Do Ambassadors Perform Their Duties?

The first National rollout of ℰCYBERMISSION will begin October 1, 2002. Ambassadors perform their duties year-round with heavier emphasis in the September–November months, when school visits are key to encouraging registration in the competition. The 2002-2003 competition ends February 18, 2003.

Ambassadors should generally schedule and conduct their school and community outreach visits during the workday.

What Orientation and Resources Are Available To Ambassadors?

Ambassadors must participate in an orientation session during September 2002, at which time resource materials will be provided.

- ✓ Four-hour orientation session
- ✓ On-line Guide (available October)
- ✓ Welcome Kit, including
  - » School directories for local outreach, including specific schools, points of contact, and phone numbers
  - » Contact protocols for approaching schools
  - » Tips for presenting in various venues
  - » Checklists
  - » Outreach collateral (e.g., posters, tri-folds, and CD-ROM)
- ✓ Briefing materials (presentation and video)
- ✓ Standard Reporting and Feedback Templates
- ✓ Management and Administrative assistance

How Can I Find Out More Information About ℰCYBERMISSION and Participating in The Army Ambassador Program?

We hope you will participate in The Army's ℰCYBERMISSION Ambassador Program and help make the Fall 2002 National launch of ℰCYBERMISSION a success.

For additional information on the Ambassador Program, please contact: ambassadorprogram@bah.com

For additional information on ℰCYBERMISSION, please contact: missioncontrol@ecybermission.com